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AWBid - Why should we care?

Key Strategic Questions

- Environment is changing; why do we buy on 3PE?
- Need to take another holistic view of the opportunities and gaps in 3PE buying
- How do we prioritize investments and coordinate efforts?

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RMKT %:

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https://experiments.corp.google.com/#/portal/experiments/analysis?qs=04bc94855:ey
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Id	Date	Text
1	08/14/2020 21:56:25	<div> <div>@ethanli@google.com</div> <div>does this 50 include both direct and indirect exchanges?</div> <div> <div></div> <div>It seems there is ~20 (18) direct exchanges live on AWBid (and with live traffic), and ~25 SSPs/Exchanges indirectly live through BidSwitch.</div> <div>@santoshkc@google.com @neillin@google.com to review/confirm.</div> <div>_Reassigned to Ethan Li_</div> </div> <div>Proprietary + Confidential</div> </div>
1	08/14/2020 21:56:25	<div> <div>Yes this</div> <div>this both direct and indirect.</div> </div>


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AWBid Strategic Value




Advertiser Value

Maximize user access to inventories where Google has relatively small presence, especially important with Universal/Uberversal and automation.




Buyside Competitiveness

Keep up with buyside competitors in emerging inventory types and emerging markets with rapidly evolving sellside landscape.



Legal & Regulatory

Core to our fair access narrative.



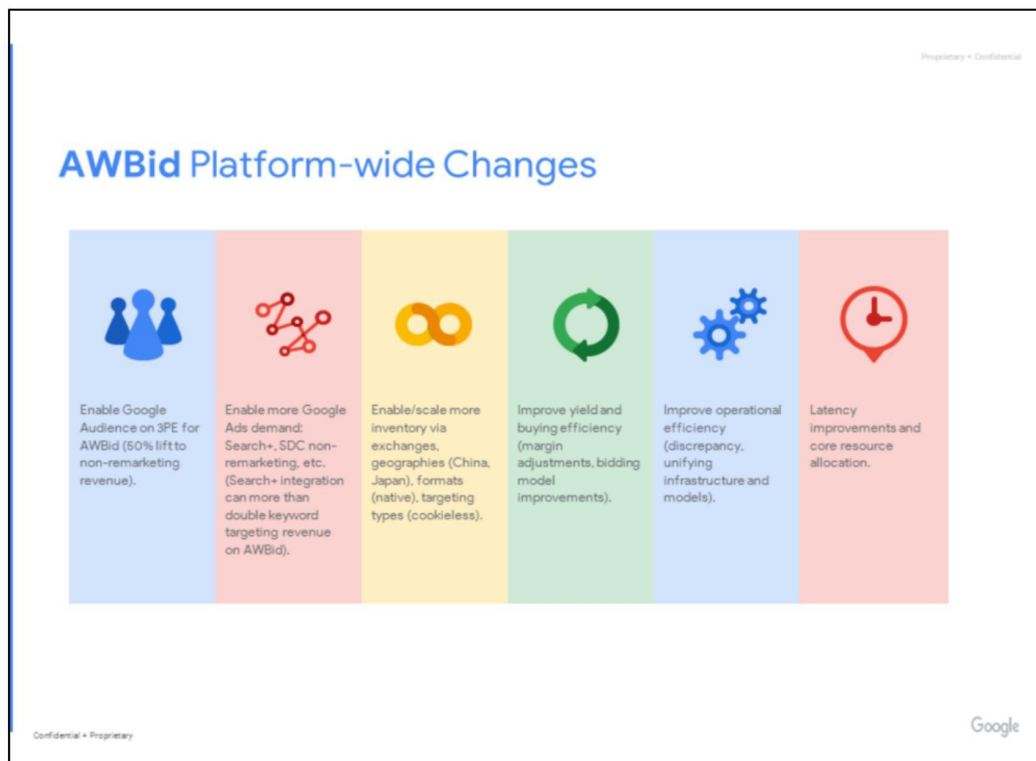
Diversification & Resilience

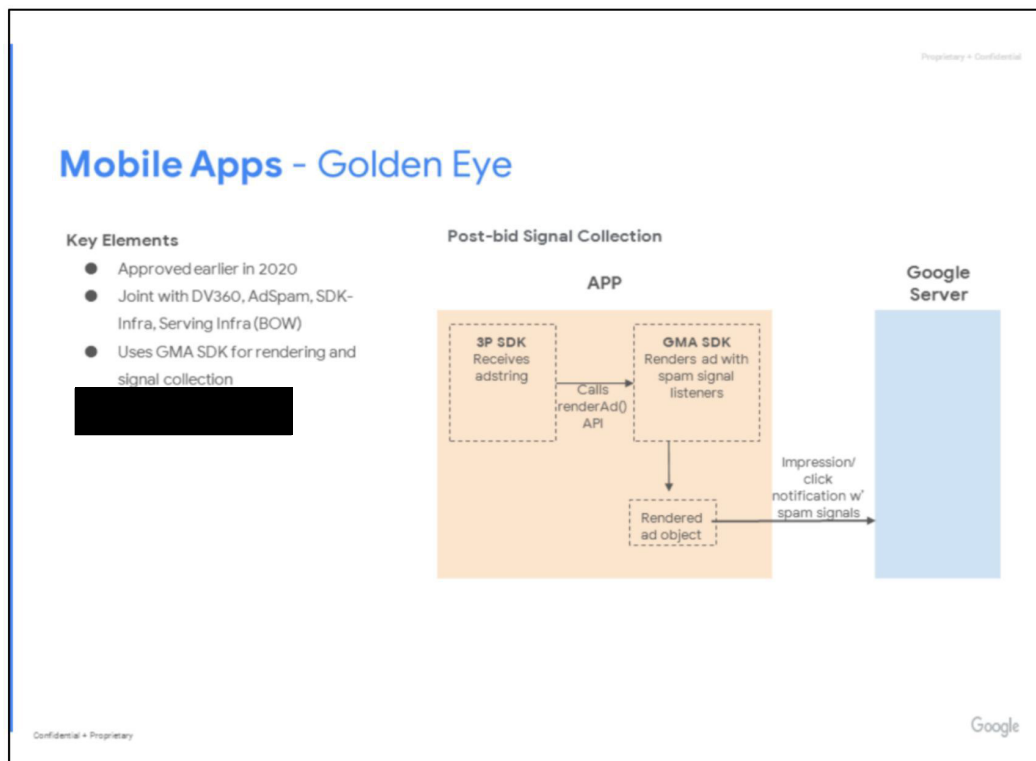
Strong resilience to COVID-19; important source of diversification.

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Mobile Apps - Golden Eye

Update

- Completed most internal Eng design;
- Implementing SDK changes and finalizing documentation;
- Currently engaging with the following partners with plans to expand to more:

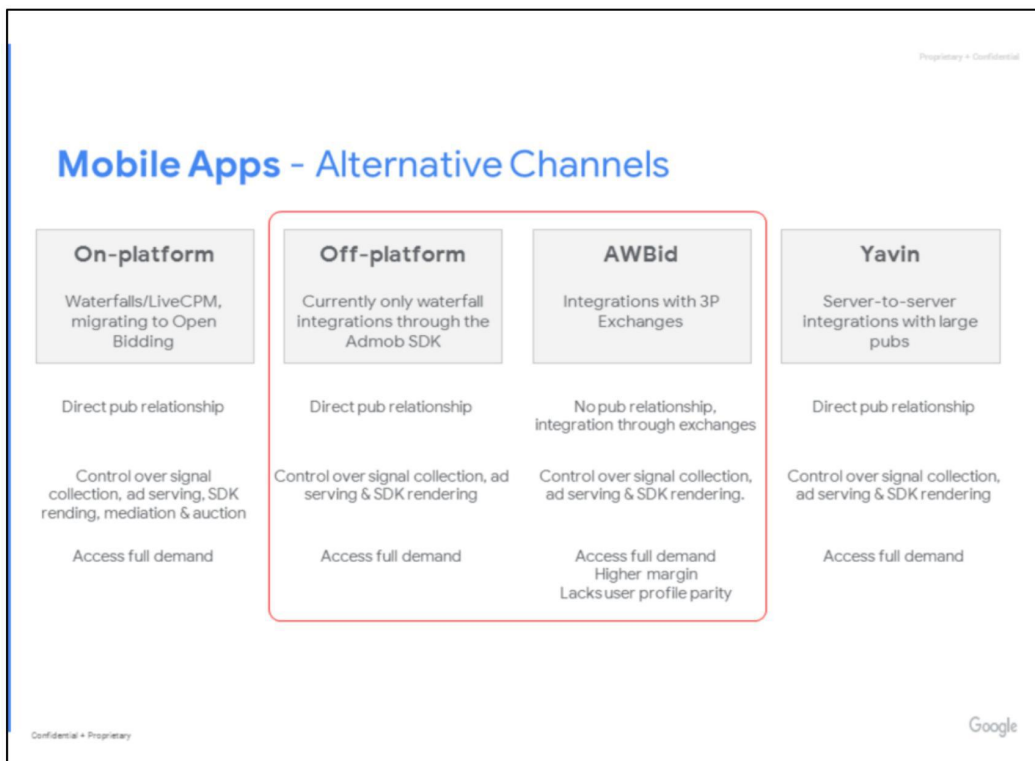
 

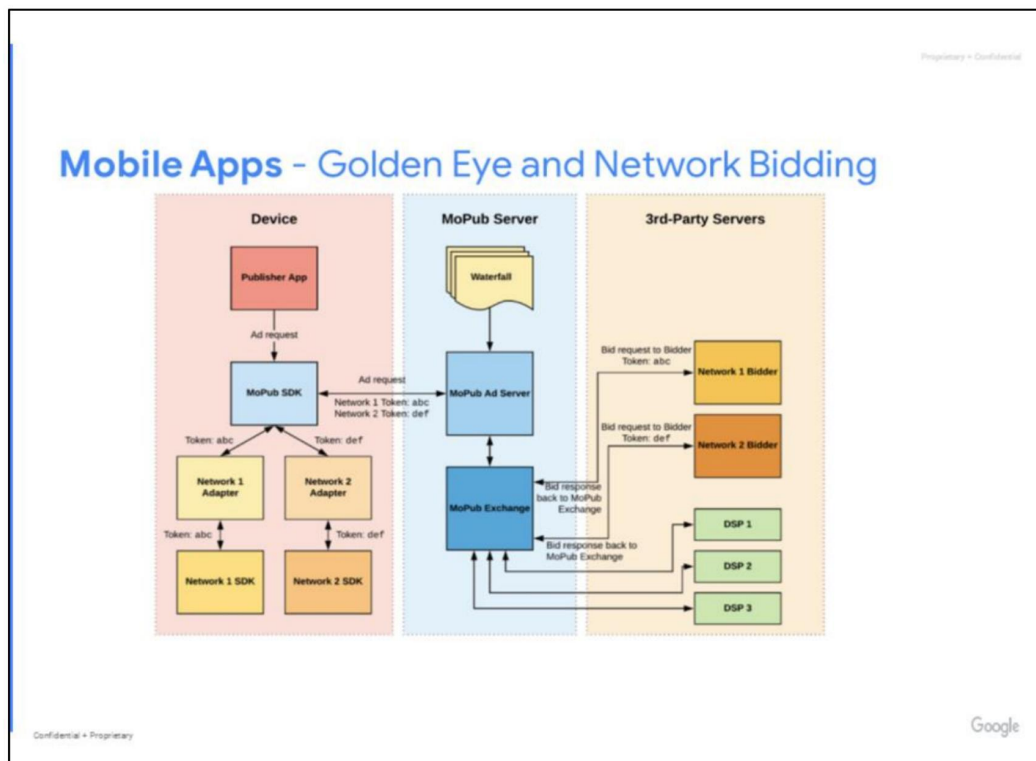
Key Asks

- Less constrained external messaging
 - Been introducing ourselves as DV360 team
- Explicit approval to talk to more partners
 - Chartboost, Nexage, SpotX, Millennial and Vungle, Applovin
- Prioritize UAC integration once the first major partners are integrated.

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1	08/14/2020 00:36:02	made some changes in one of copy here: https://docs.google.com/presentation/d/1dyGCSt4as4JZHA1N8xm1nHiHVwFMDhPuhuTYJQ9-T54/edit#slide=id.g7dbb670d19_0_0 <small>Proprietary + Confidential</small>